

Now! 2 Great Events Join Hands! **SAVE!**

21st Anniversary and our
ANNUAL

HARVEST SALE

PLANTLAND

Greatest Assortment of
Nursery Stock in the Region—Over
10 Million Plants on Our 250 Acres!

**IT'S EASY
TO GET TO
PLANTLAND
SEE MAP
ON PAGE 12**

SAVE NOW—During Our **HARVEST SALE!** These
Page 1 Specials Will More Than Pay for Your
Trip. Plan to Visit **PLANTLAND** Soon—or by Mail
or Phone Today!



Colorado BLUE SPRUCE

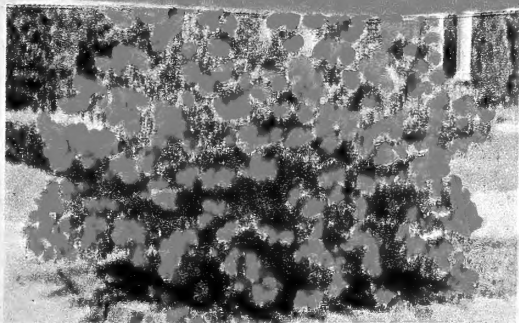
(*Picea pungens glauca*)

Everyone knows and cherishes the
Colorado Blue Spruce. Our trees
are grown from seed gathered from
blue trees and predominate in the
bluer hues. Plant in full sun and
mulch with manure, leaf mold, Acid
Peat Moss or other mulch rich in
nitrogen to bring out the color.

These trees are not little
seedlings but are strong
5-year-old nursery trans-
plants, 8-12 in., that will
rapidly develop into price-
less specimens.

Very Special

\$1 EACH



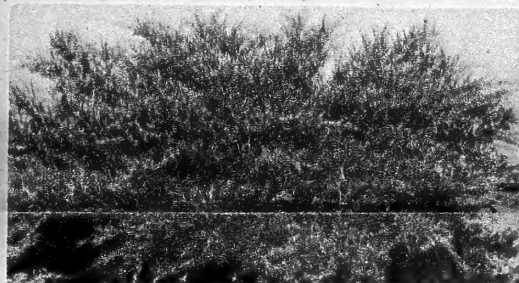
GRAPE MYRTLE 'Watermelon Red'

New and finest of all Crape Myrtles. Large, crinkly
showy flowers. Glamour shrub of the South and now we
find this new variety will thrive clear to the Iowa line and
bloom first year from midsummer to frost.

Strong 18 to 24 in. field-
grown plants. (Container
plants in full bloom for
drive-in customers.)

Special
Only

\$1.00
Each



New! Our "Pre-Planted" PFITZER JUNIPER

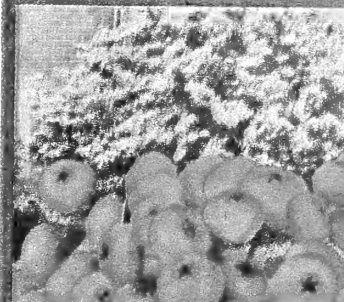
Never before have we—or anyone else—brought you an
evergreen re-established in a fortified light weight planting
mix with every single root intact and undisturbed.
This plant can't help but grow, and we guarantee—with-
out reservation—that it will not only transplant perfectly
but will actually outgrow and out-perform any other Pfitzer
of similar size you can buy. Free replacement or your
money back if it doesn't.

"Pre-Planted," Sturdy, 3-Yr.
Plants, 12-in. Spread

There is no quantity discount
whether you want 1 or 1000

\$1.00
Each

BROADLEAF EVERGREENS For Year-Around Effect



HARDY FIRETHORN

(*Pyracantha*)

Our Wyatt strain of Firethorn has
redder berries and more proven
hardiness than other types. Nothing
provides such a fiery display in fall
and winter. Evergreen foliage height-
ens landscape effect. Ours trans-
plant perfectly.

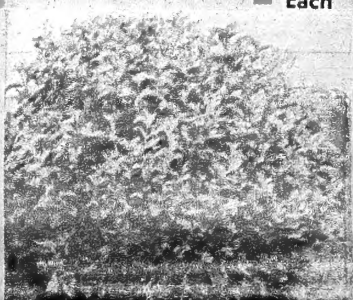
(12-15-In. Plants) **\$1.00**
Each



DU PONT DWARF EVERGREEN WINTERBERRY

Dwarf and compact growing. Finer
foliage. Excellent for low hedging
or where a small evergreen shrub is
needed in foundation planting.
Thrives in full sun but does beauti-
fully in deep shade where its ever-
green foliage is even more rich and
waxy.

Each \$1.75
per 3 **\$2**
Each per 10 \$1.60
or more



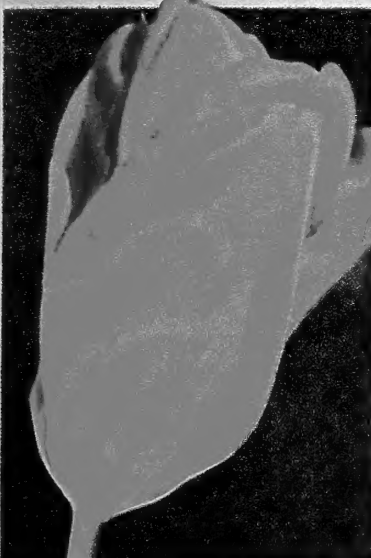
EVERGREEN SNOWBALL

(*Viburnum burkwoodii*)

New! And completely charming broadleaf
evergreen. Hybrid between the famous
Viburnum carlesii and *Viburnum utile*. Ex-
quisite flowers produced in early spring—
delicate heads of pale pink bloom which
fill your garden with the fragrance of
Gardenia on still summer nights. The
leathery foliage assumes a clove autumn
coloration. Plant in sun or partial shade
near patio or terrace where you and your
friends can enjoy the exotic fragrance.

Regularly \$2.49 **\$1.00**
This Fall Only

**Open
Every Day
Thru
November**



GIANT RED EMPEROR

Largest, brightest, most
spectacular red tulip
grown. Huge blossoms
open like oriental pop-
pies, revealing a hand-
some black center, edged
with gold. Height to
eighteen inches. This su-
perb tulip blooms earlier
than other tulips. Holland
grown bulbs of finest quality.
Special this fall.

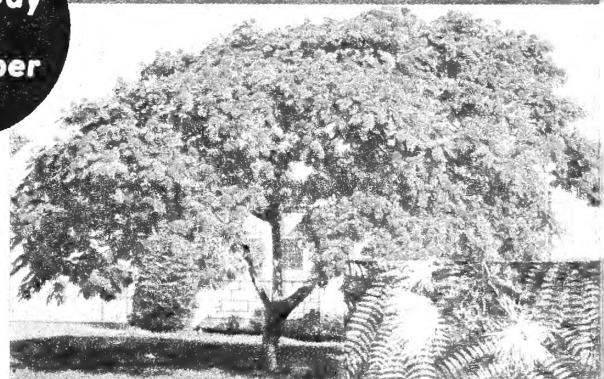
12 For \$1.00
Only



TAXUS (YEW) HEDGE

Densiformis Hybrid Yew. Best of the
Yews for Midwest climate and excellent
anywhere yews can be grown. Unusually
hardy and vigorous. Rich forest green
foliage. Sturdy compact grower. Plant
12 in. apart (or 6 in. for immediate
effect).

8-12 in. hedging
grade **\$1.00**
each
10 for \$8.95; 20 for \$16.95;
50 for \$41.95; 100 for \$79.95



MIMOSA or SILK TREE

(*Albizia*)

Sensational Southern Belle but hardy at our
location. Wonderful floral display of rosy, silky
flowers. Tree is small in the north—about 20 feet
—and groups well. Grey-green branches and fine,
airy leaves lend a tropical effect. Our 3-foot
plants transplant beautifully and are certainly
priced right.

(Container-grown plants—same price—for early drive-in customers)

\$1
EACH

FORREST KEELING NURSERIES

PLANTLAND

ELSBERRY, MISSOURI

SO SIMPLE TO ORDER BY PHONE

Visit Plantland if you can. If you can't, use handy
Order Form from page 11. Or you may phone us
collect on orders of \$10 or more. For Landscape
Service you may also call—

Phone **TWIN OAKS 8-5571**

SEE INSIDE

For Complete
Selection of
Ornamental
Plants - Evergreens
and Shade Trees -
Bulbs

IRONCLAD SCREENING and HEDGING at Harvest Sale LOW PRICES



Gain Low-Cost Privacy and Protection With Lovely

AMUR HONEYSUCKLE SCREEN

(*Lonicera maackii podcarpa*)

Now your home grounds can be screened from dust, noise, traffic, objectionable views and trespass with this living fence of sturdy, vigorous Amur Honeysuckle at amazingly low cost. Referred to as "Thanksgiving Honeysuckle" because of its profusion of bright red berries and forest-green foliage at Thanksgiving, when other shrubs are bare. Fragrant flowers in late May. Completely hardy and disease free. Never needs spraying. Thrives in sun or shade. A bushy plant from the ground up. Does not become "leggy." A perfect nesting haven for song birds. Set plants two feet apart in a single row for hedge effect next summer.

Special
Catalogue
Value

20 ft. of Hedge
10 PLANTS \$300
only

100 ft. of Hedge
50 PLANTS \$1250
only

50 ft. of Hedge
25 PLANTS \$700
only

Larger Quantities
23¢ per
plant

Field-grown,
branched, vigorous
plants, 15 to 24 in.



CHINESE EVERGREEN PRIVET

(*Ligustrum sinense*)

The most graceful and handsome of all the privets. In most winters at our location foliage is retained all winter. We secured a strain of this lovely privet several years ago to test for hardiness. Last winter was the coldest in several years (dipping well below zero) and the plants came through with only minor injury.

Foliage is a shining emerald green. Huge panicles of white flowers in mid-July (unless pruned off) when few shrubs are in flower. May be clipped to any size or shape.

Plant 6 in. apart in single row.

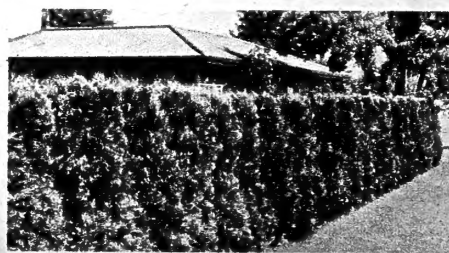
10¢ Each in quantities of
25 plants or more

MAHALEB CHERRY HEDGE

Here is a dandy hedging plant if you want something completely different. Fragrant snowy flowers followed by small red-black cherries that aren't good for pies but will provide a feast for your feathered friends. Crisp, dense foliage makes an excellent background for lawn and garden. If you want an effective screen in a hurry but prefer something different and far superior, you will do well to plant MAHALEB. Set our husky 18-24 in. plants 2 ft. apart in a single row for a quick knitting, fast developing hedge and screen.

10 Plants \$225 20 Plants \$400

50 Plants \$900 100 Plants \$1600

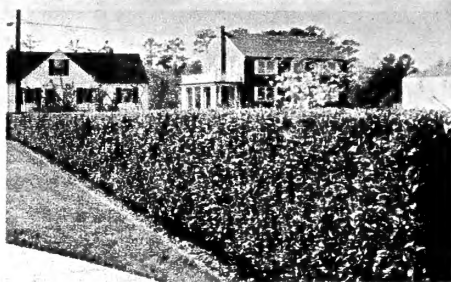


EVERGREEN WALL OF GREEN

May be confined to a low hedge 15 in. tall or allowed to grow into a tall screen to 15 ft. Our foreman, Mr. Blackmore, has a perfect gem of a WALL OF GREEN hedge which he has held to only 15 in. tall and wide for almost 20 years by simple shearing 2 times a year. The U.S. Plant Center adjoining us has hedges and screens of this same wonderful plant from 3 ft. to 20 ft. in height, all the same age. Hardy, fast-growing, durable. Evergreen foliage emerald in summer, rich forest green with bronze in winter. Prefers full sun. Plant two feet apart.

Stocky, 15- to 18-inch plants:

10 ft. of Hedge \$4.90 40 ft. of Hedge \$18.50 \$1
(5 plants) (20 plants)
20 ft. of Hedge \$9.50 100 ft. of Hedge \$45.00 Each
(10 plants) (50 plants)



RUSSIAN OLIVE HEDGE (*Elaeagnus angustifolia*)

Exciting gray-green silvery foliage. Yellow flowers, silvery outside, in June. Thrives most anywhere. A favorite species for screening and windbreak planting. Grows to 20 feet. Heavy 12- to 18-in. seedlings. Set 2 feet apart for quick-knitting hedge.

10¢ each in quantities of
25 plants or more

Sub-Zero LILAC SCREEN

This is a type of old-fashioned Lilac (*Syringa vulgaris*) from the high hills of Austria. Heavy trusses of fragrant lilac flowers in May. Very vigorous and hardy. Will endure temperatures to 20° or 30° below zero and will prove hardy anywhere in the country except extreme northern Minnesota and northern North Dakota.

Foliage rich dark green, dense and leathery. Use as a screen background, living fence or property divider. Lilacs do best in full sun. They relish lime and respond to fertility. Do not expect abundant bloom until well-established. Plant a foot apart in a single row for quick-forming hedge or screen.

Stocky 2 yr. plants, 12-18 in.

25 for \$379 50 for \$700
100 for \$1370

BULB Sale!

KING ALFRED DAFFODIL

Finest of all Daffodils. Huge, fragrant flowers of uniform yellow carried on tall stems. Excellent for cutting for the home. Plant this fall for guaranteed bloom next spring. Perfectly hardy, and bulbs increase each year. Jumbo, HOLLAND-grown, double-nose bulbs.

FALL SPECIAL

10 for \$1.00 50 for \$4.49
25 for \$2.39 100 for \$7.95

Plantland's Naturalizing Daffodil Collection

Daffodils (or Jonquils) are everyone's favorite! This collection consists of the best proven naturalizing varieties available. All bulbs are guaranteed to bloom and will increase from year to year. Fine quality bulbs. Holland grown.

SPECIAL THIS FALL

100 Bulbs for \$5.95 25 for \$1.95
500 or More \$24.95 50 for \$3.49

Plantland's HYACINTH MIXED BULB SPECIAL

Excellent, imported HOLLAND-grown bulbs offered in a dazzling rainbow collection. All colors selected from name varieties and all guaranteed to bloom next spring!

Harvest Sale Prices—Finest Quality

10 Bulbs \$1.69 5 for 90¢
50 or More \$7.49 25 for \$4.29

GRAPE HYACINTHS OR MUSCARI

Beautiful and dainty, early spring flowering bulbs of the richest blue. Hardy, HOLLAND-grown bulbs will grow in sun or shade. Perfect for the garden, shrub border or for forcing in the house.

TOP SIZE BULBS

10 for 69¢ 50 for \$2.49
25 for \$1.49 100 for \$3.99

Plantland's Giant Flowering CROCUS COLLECTION

Spring's first blooming bulbs. Quite often will bloom with snow still on the ground. Plant three to four inches apart, about three inches deep. Available in a mixed assortment of colors from white through purple. Plant liberally in border plantings, lawn or under plants. HOLLAND-grown bulbs of finest quality.

10 Bulbs 69¢ All Post-paid 50 Bulbs \$2.25
25 Bulbs \$1.50 100 Bulbs \$4.00

Plantland's Select DARWIN TULIPS

All of the following bulbs are HOLLAND-grown, and are without a doubt the finest tulips that money can buy. ALL GUARANTEED TO BLOOM NEXT SPRING!!!

AVALANCHE—Pure white flowers on stiff 20-inch stems. Excellent for cut flowers.
PRINCESS ELIZABETH—Flowers are vivid rosy-pink. Height 28 inches. Long-lasting blooms.
PRINCESS MARGARET ROSE—Golden-yellow blossoms with scarlet edging. Glowing beauty.
QUEEN OF THE NIGHT—Deep maroon color, often called the "Black Tulip." Extra large bloom.
SCARLET LEADER—Perfect shade of brilliant scarlet. Exquisite form and magnetic color.
YELLOW GIANT—Massive pure yellow blossoms of beautiful form. Long-lasting blooms.

SPECIAL THIS FALL

10 Bulbs \$1.09 50 Bulbs \$4.19
25 Bulbs \$2.29 100 Bulbs \$8.19

Plantland's Darwin Tulip Rainbow Collection

All HOLLAND-grown bulbs, carefully mixed from famous varieties for best color combinations. All of the rainbow colors from white to deep purple. All guaranteed 100% bloom to your satisfaction next spring. All are world famous for color, form and size. Order early, as we quickly sold out of this collection last fall.

Top quality, HOLLAND-bulbs

10 Bulbs 98¢ 50 Bulbs \$3.98
25 Bulbs \$2.19 100 Bulbs \$6.99

NEW WHITE EMPEROR TULIP

Newest bulb in America! Has all the beauty of Red Emperor with snow-white blooms. Another dwarf, blooming early with Red Emperor. For a magnificent effect in your garden, plant both Red and White Emperor in combination.

Holland-grown bulbs. Special

10 Bulbs \$2.69 25 Bulbs \$5.99

For RED Emperor See Cover

Blue Parrot—PARROT TULIP

Huge, robust, dark blue blossoms. Artistically graceful. Splendid for cut-flowers. Will develop and bloom perfectly this coming SPRING.

HOLLAND-grown, top quality

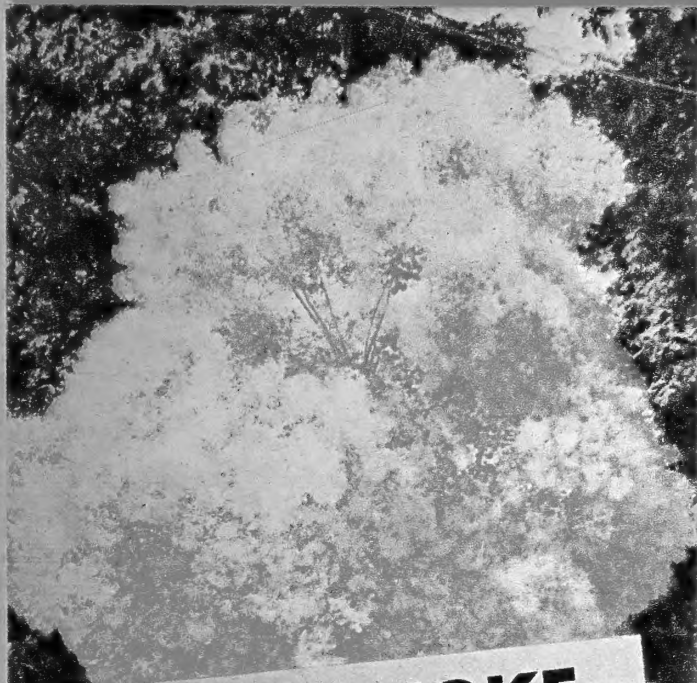
10 Bulbs \$1.19 50 Bulbs \$4.69
25 Bulbs \$2.49 100 Bulbs \$8.99

FORREST KEELING NURSERIES, ELSBERRY, MISSOURI

**Choicest
Varieties in**

ORNAMENTAL TREES

**At Down-to-
Earth Prices**



PINK SMOKE

(Coggryiana Smoke Tree)

Entire body of this dwarf tree (grows to 15 ft.) is enveloped in summer with masses of misty pinkish-grey flowers that make entire plant resemble a drifting cloud of pink smoke. Lush, bronze-tipped foliage develops fiery red and gold autumnal colors.

\$1.69
Each

Field-grown, 2-3 ft.

HOPA CRAB

One of the finest Flowering Crabs—masses of rose-colored blossoms followed by large, crimson Crabs (crimson all through), that are highly decorative and excellent for preserves.

Field-grown 4 1/2 to 5 ft.
Heavy branched plants

2 For \$5 \$2.75
Special Ea.



GOLDEN FLOWERING DOGWOOD

(Cornus officinalis)

This whole tree is filled with a cloud of gorgeous golden flowers. Flowers are followed by scarlet edible fruit which may be used in making preserves. Foliage silhouette and red autumnal color similar to White Flowering Dogwood. A rare tree, to 30 feet with dense rounded habit.

A landscape prize at a special introductory price.

3 to 4 ft.
branched trees

\$3.00
Ea.



GOLDEN CHAI NTREE

(Laburnum)

Rare, beautiful flowering tree filled in the spring with golden flowers hanging in clusters 12 to 18 inches long. A small tree with green bark and exaggerated clover-like leaves. Prolific blooming plant, and usually blooms when trees are young. Truly a garden gem.

Heavy Field-Grown Plants
3 to 4 Ft.

\$2.49
Each



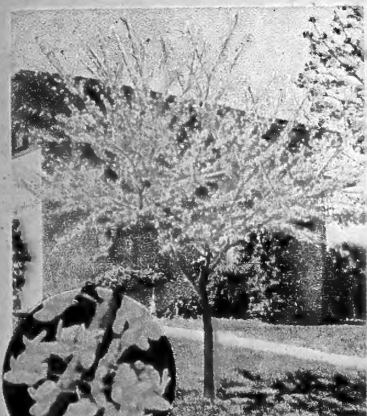
THUNDERCLOUD

Finest of the Purple-Leaf Flowering Plums. The tree reaches only 12 to 15 feet at maturity but bold outline and flaming foliage give a color glow to the home grounds no other tree can duplicate. In the spring, before foliage appears, bright red buds open into pink blushed blooms with deep red throat. Blooms are followed by small red plums that are good to eat. A most colorful and beautiful lawn tree.

Field-Grown,
Well-Branched,
3 Ft.

\$2.00
Each

3 Colorful Beauties AT Harvest Sale Prices!



REDBUD

(Cercis canadensis)

Choice native small tree laden with masses of purplish pink flowers at break of spring. Pleasing, heart-shaped foliage and picturesque form. Excellent for accent in shrub border. Or a grouping of three to five Redbuds planted close together—perhaps 5 feet apart—will present a breath-taking picture. Hardy.

Field-grown, 2 to 3 feet,
well-branched

\$1.69 Ea. Per
3 or More



GOLDEN RAIN TREE

(Koeleruteria paniculata)

Unique flowering tree for your garden. In midsummer the whole tree is a cascade of golden bloom. Golden yellow flowers are borne in long spikes—a breath-taking sight when they stir in the breeze. Suitable for planting against walls, corners or elsewhere a flattering floral display is desired.

3 to 4 Ft. Field-Grown Plants

Each per 3
\$2.75 Each



TIDAL BASIN CHERRY

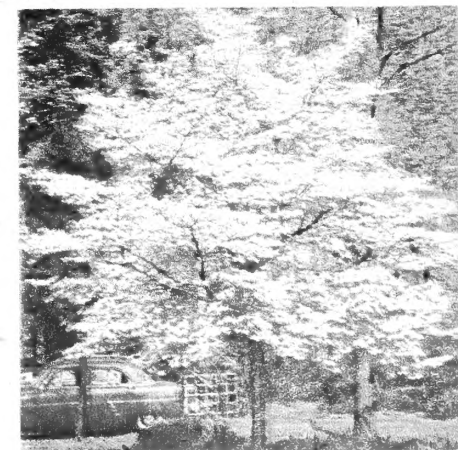
(Yedoensis)

This is the famous Japanese Flowering Cherry that constitutes the majority of trees about the Tidal Basin in Washington, D.C. A fairly small tree, spreading and umbrella-like in conformation. Becomes a cloud of fragrant white to pink blooms in late spring.

4 to 5 Ft.

Heavy Branched Plants

\$2.75 Each 2 for **\$5.00**



WHITE FLOWERING DOGWOOD

Best ornamental tree native to northern U.S. Nothing equals its flowering effect at break of spring. Bright red berries in fall; dense, lustrous foliage that turns scarlet in autumn; and horizontal branching habit make it a 4-season beauty. 4-year developed trees, 4 to 5 ft.

An Exceptional Buy at

\$4.00
Each

PINK FLOWERING DOGWOOD

Same high qualities as white flowering Dogwood except a gorgeous grafted pink flowering strain. This is considered hard to transplant, but we have had excellent success with these sturdy, 24-30 in. plants

\$2.98
Each

FORREST KEELING NURSERIES, ELSBERRY, MISSOURI

Plantland SHADE TREES at



GREEN ASH

One of the finest and most handsome trees for home planting. Rapid growing. A stately tree that transplants exceedingly well. Clean, disease free, a splendid shade and avenue tree.

Sturdy field-grown plants **\$275**
Well-branched 6-foot trees **ea.**
7-8 Ft. \$4.00 Each
8-10 Ft. \$7.95 Each

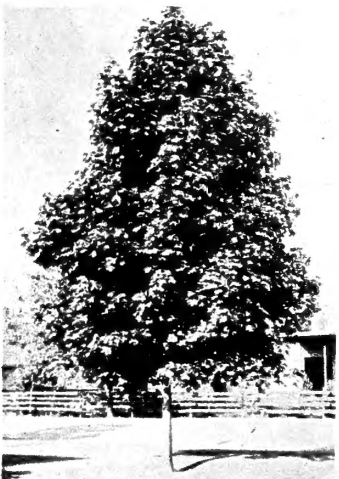


MORaine LOCUST

(Plant Patent #836)

Sensational new shade tree that has won wide acclaim as replacement for disease-affected American Elm. Moraine is vigorous and rapid growing. It is strong branching and stands up under storms. Delicate, finely cut leaves cast light lacy shade that encourages a verdant grass turf. Thornless and podless. An extremely clean tree—the leaves disappear as they fall. Thrives in spite of smoke and soot and on virtually all soils. Hard wooded; bends but rarely breaks or splits.

6 to 7 Ft. Branched **\$750**
or Container-Grown **Each**
Trees.



Crimson KING MAPLE

(Plant Patent #735)

Best Red Maple grown today. Leaves come out a blood-red and stay red all summer. Completely hardy. It reaches an ultimate height of 50 feet. Our plants are two-year grafted "whips," which seem to establish better than older plants.

Field-grown, 2-year **\$495**
5 to 6 ft. **ea.**

5-gal. container-grown **\$795**
plants. 6-ft. branched



RED MAPLE

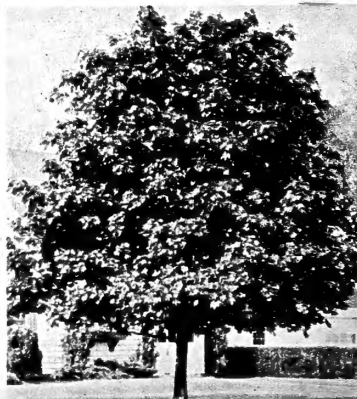
(*Rubrum*)

Brilliant, scarlet leaves in fall. Handsome, green foliage in spring and summer. Highly recommended by arborists. Bright red seed follows red flowers in spring. Hardy from coast to coast. A handsome, fast-growing and durable shade tree.

Field-grown plants,

5 to **\$4⁹⁵**
6 ft. **ea.**

3 for **\$14⁴⁵**



SUGAR MAPLE

One of the finest hardwood shade trees for street and lawn planting. Casts deep shade. The gold and scarlet autumn colors are unrivaled by any tree. A very sturdy, durable and beautiful tree.

We have a fine block of straight, well-branched heavy trees, 6 to 8 ft. tall at a special price.

\$7⁸⁹
ea.



CLUMP

WHITE BIRCH

Multi-stemmed form of the beautiful Paperbark (or Canoe) Birch. Grows rapidly and outer bark soon exfoliates to reveal snowy-white under-bark. Provides all year beauty. Choice for naturalizing or informal effect.

3 to 4 ft. field- **\$2⁹⁸**
grown clumps **ea.**

(Also available in containers same price)



SWEET GUM

The most handsome tree we can offer. Rapid growth, freedom from disease, hardiness and wide adaptability. Its star-shaped leaves are unlike any other tree and no tree displays such a riot of autumnal colors. Growth is columnar and stately yet its branches spread enough to provide abundant shade. We believe we have the largest stock of Sweet Gum in America.

Field-grown, heavy-branched, 6-foot trees.

SPECIAL OFFER **\$5⁰⁰**
Regularly \$7.50—only **EACH**

SPECIMEN SHADE TREES

Growing on our grounds we have one of the finest collections of specimen shade trees in the Midwest. Be sure to inspect these blocks of trees on your next trip to PLANTLAND. You'll find sizes up to 20 ft. and 4 in. caliper in a broad assortment of the better varieties.

PLANTLAND Quality

HALL'S EVERGREEN HONEYSUCKLE

(*Japonica halliana*)

A favorite ground cover. Evergreen foliage; white, deliciously fragrant trumpet shaped flowers turning to cream color. A vigorous, exotic vine which has taken kindly to American conditions and is well adapted and hardy most everywhere. Suitable in sun or shade. For ground cover plant on 2-foot centers.

Never before have we had such a bountiful crop of fine plants. We have slashed prices accordingly.

25 for **\$4⁴⁹** 50 for **\$7⁹⁵** 100 for **\$14⁹⁵** 5 for **\$1**

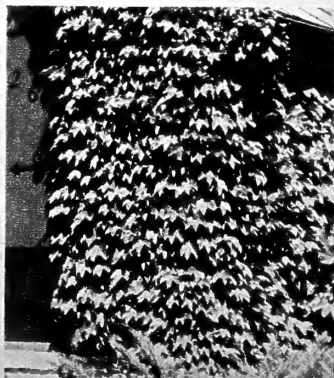
PURPLE WINTER-CREEPER

(*Euonymus fortunei colorata*)

Unexcelled broad-leaf evergreen ground cover with leaves turning a purplish red in the fall and remaining that color all winter long. Thrives in sun or deep shade. We consider this one of the most useful, effective and charming ground cover plants available.

12 or more, **only**

25^c each



BOSTON IVY

Queen among vines for growing against concrete, stone or brick. Clings without any support whatsoever! Handsome, lustrous leaves turning scarlet in autumn. Extremely vigorous and rapid in growth, often reaching eave in single season! We have a bountiful production this year; hence this very special price for No. 1 vines —

3 for \$1

HARVEST SALE PRICES!

ORDER by MAIL • PHONE or DRIVE OUT TODAY

It's Easy to Get to PLANTLAND SEE MAP ON PAGE 12

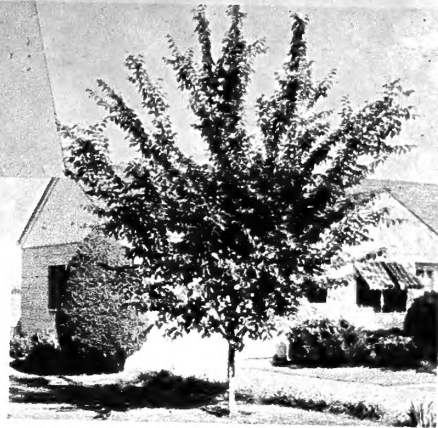
OPEN EVERY DAY
THRU NOVEMBER

Fast Growing LOMBARDY POPLAR

Picturesque, tall, slender-growing tree. Because of its great height and quick growth it is recommended for background plantings, and to offset straight or bare lines. Used widely in screening unsightly views, and for windbreak plantings. Plant 5 ft. apart in single row.

6-Ft. Specimens

5 or More, **\$1** ea.



Plantland's HYBRID ELM

Blight-free—grows like mad—sturdy, tough, casts a soft, restful shade.

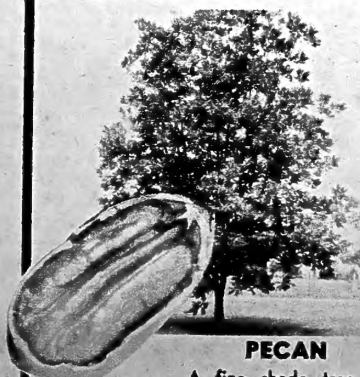
Rarely do you find a combination of extremely rapid growth and durable, strong structure in a shade tree. Our grafted, Hybrid Elms provide this combination. These trees have never been known to be attacked by the blights of American Elm. For those who want a quality shade tree and want their shade the "day after tomorrow" Plantland's Hybrid Elm is the answer.

Container Grown Plants **\$200** each
6-ft. Branched Trees — \$4.49 each

NUT TREES

Nut trees are dual-purpose trees, providing shade while they produce crops of nuts. Black Walnut, of course, produces the most valued wood of any tree in America.

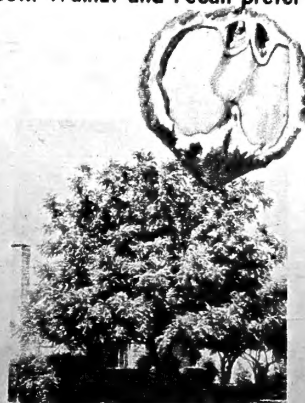
Because of their long tap roots, nut trees are best transplanted in the smaller sizes as offered. Both Walnut and Pecan prefer deep, fertile soils.



PECAN

A fine shade tree as well as nut tree. Autumn foliage a brilliant yellow. Our trees grown from nuts produced from stately trees along Mississippi River just east of PLANTLAND.

3-yr. plants, 24-30-in.



BLACK WALNUT

Grown from heavy-bearing trees growing on our farm. Strong 3-yr. 30-36-in. size.

\$100 each

Prices for either Walnut or Pecan
5 for \$3.75; 10 for \$7.00; 25 for \$13.00; 100 for \$39.00



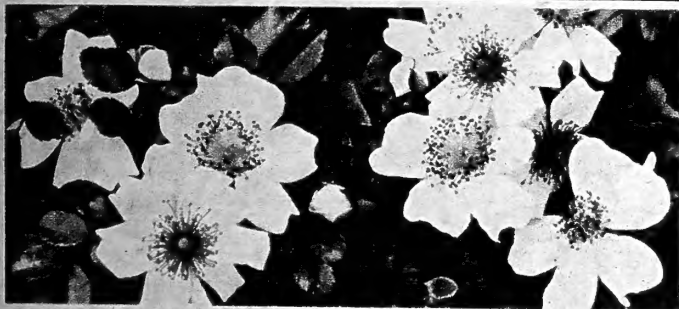
America's Newest Shade Tree Sensation! CORK TREE

(*Phellodendron amurense*)

America's newest hardy Shade Tree. Wide spreading branches, and deeply furrowed cork-like bark, white flowers and huge bunches of black berries make it an outstanding shade tree. Grows with great rapidity and wide spreading habit provides shade in a hurry.

4 to 5 ft. field-grown **\$275** Each

VINES Provide a Blanket of Beauty!



MEMORIAL ROSE (*Rosa wichuriana*)

At last, a superb slope ground cover for banks too hot and sunny for ivies. It grows flat on the ground where its matting runners tenaciously hold the soil and its semi-evergreen foliage creates a smooth carpet of greenery. White flowers in mid-summer followed by red berries. Hardy, vigorous and pest-free. Plant 2 feet apart.

20 Plants **\$4**

10 plants \$2.19

50 plants \$9

100 plants \$16



Right: Dr. Edgar Anderson, of Missouri Botanical Garden, who discovered and introduced Bulgarian Ivy. He is standing, with Hugh Stevenson, head of Forrest Keeling Nursery, on a "smooth, green carpet" of the ivy. Note also how the ivy clothes the tree-trunk in an evergreen sheath.

BULGARIAN IVY

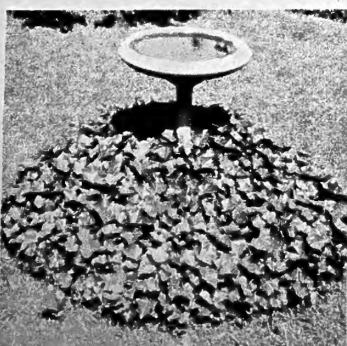
(*Hedra helix* MBG* Bulgaria)

(*MISSOURI BOTANICAL GARDEN)

Truly a superb vine—providing a luxurious emerald carpet for your home grounds. Far superior in hardiness, vigor, character and appearance to any other ivy for use as a vine or shady-area ground cover. Brought to this country by Dr. Edgar Anderson, of the Missouri Botanical Garden (Shaw's Gardens), in 1934. It has proven itself for creating a "smooth green carpet" in shady locations where grass will not grow. Its performance as a vine on stone walls, buildings and tree trunks is equally satisfactory. Its vigor, ease of establishment, verdant foliage and robust growth habit promise to revolutionize the use of ivy as a ground cover and vine in the midwest.

6 plants **\$275** for

12 Plants for \$5.00
100 Plants for \$29.50



BALTIC IVY

(*Hedra helix baltica*)

Hardy form of English Ivy. Good evergreen vine for planting North as well as South.

Excellent vine for covering walls of stone and brick. Equally useful as a ground cover where grass is shaded out, or for shaded embankments. Spreads and covers rapidly. Plant foot apart each way.

Plants from Pots

Twelve or more plants, **25c** each

FORREST KEELING NURSERIES, ELSBERRY, MISSOURI

GINKGO or Maidenhair Tree

The oldest tree known to man! Fossils show existence on earth for 10,000,000 years. Beautiful small fan-shaped leaves. Picturesque, wide spreading branching habit. Clear yellow autumn foliage. Hardy, durable, disease free.

5-6 Ft. Field Grown **\$750** each



SILVER and GREEN POPLAR

(*Bolleana*)

An unrivalled columnar tree for screening or accent. Reaches a height of 40 to 50 feet and in a hurry. Trees on our own nursery have shot to 30 feet in four growing seasons. Best of all, this tree does not "play out" like the Lombardy Poplar. It is far superior in every respect—character, form, beauty and long-life. SILVER and GREEN has foliage that is bright green above; silver beneath. Smooth, silver-green bark is most attractive winter and summer. Tree forms a narrow shaft of shimmering foliage no more than 5 feet wide when the tree is 25 feet tall. For tall windbreak or screen, plant in a row 5 feet apart.

4 to 5 ft. **\$175** each

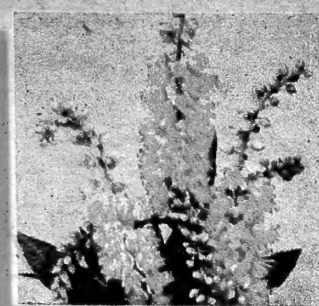
3 for \$4.50; 5 for \$7.25; 10 for \$14.00; 20 for \$25.00





Customers Selecting Their PLANTS at PLANTLAND

PLANTLAND'S Premium FLOWERING SHRUBS



CLETHRA PINK SNOW

Most fragrant of any garden shrub. Clethra bursts into a snow bank of bloom in late July—when most shrubs are no longer flowering—and fills the entire garden with a delicate fragrance. Neat and compact, growing to 4 to 5 ft.

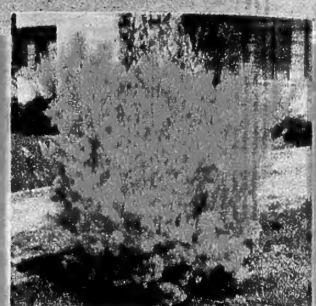
Bushy 18-inch plants \$129 each



DWARF RED SPIKEA

A trim, dainty compact bush 2 to 3 feet in height. A mass of red bloom in spring and intermittent flowers throughout summer. Extremely hardy, and grows in sun or part-shade.

Field-Grown, 2-Yr., 18-24 inches \$129 each



FORSYTHIA "PLANTLAND GOLD"

Spring isn't spring without Forsythias and ours will give you more bushels of bloom than any on the market. Upright habit of this form makes it excellent as a specimen or in a group of three plants. Like the common Forsythias, it is easy to grow, likes most any soil and comes on in a hurry. We have a good block of plants. All priced sweet and low.

24- to 30-inch plants \$149 each per 3 or more



SPirea VAN HOUTTE

The ever-popular, improved Bridal Wreath. Probably the most widely used flowering shrub in America. No other shrub provides such a fountain-like display of snowflake bloom in spring. Completely hardy. Reveals in full sun or endures considerable shade and grows most anywhere. Grows to 5 or 6 feet and makes a superb natural hedge when planted 2 or 3 feet apart.

18 to 24 inch; 2 Yr. Field-Grown 60¢ each 6 or more 55¢ each



ROSE-FLOWERED SHRUB HONEYSUCKLE

(*Lonicera grandiflora rosea*) While this variety attains a height of only 6 feet, it usually reaches this size in only a couple growing seasons. Our form has deep pink flowers—hence the name. It has also splendid sea-green foliage and ruby fruits so attractive to songbirds.

For shrub masting backgrounds, or height on a house corner it is most attractive and serviceable. Hardy, makes up in a hurry and will grow in ordinary soils.



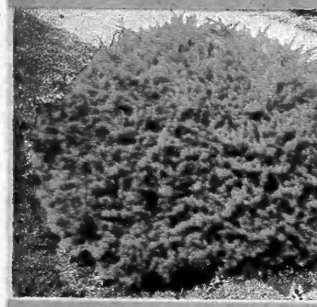
DOUBLE GOLDEN KERRIA

(*Kerria japonica flore plena*) Beautiful shrub of year-round beauty. Lovely double golden flowers. Deep green foliage. During winter months the branches are bright green and extremely attractive. Kerria does well in either sun or shade. Grows to a height of five feet.

2- to 3-ft. Container-Grown \$179 each

CHINESE HYBRID LILAC
(*Syringa rethamagensis*)
We have tried and examined about every variety of Lilac, and for sheer lovely effect, ease of culture, modest size, good foliage and reliability in producing abundance of clear lilac flowers we rate this variety top. At our mother's home we have a 50-foot screen of Chinese Hybrid Lilac that is a neighborhood delight each year. Most Lilacs, you know, take years and years to bloom, but this hybrid blooms first year and abundantly second year.

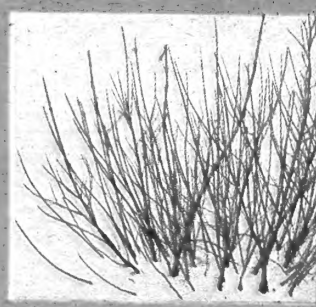
2 yr., field-grown, 18 to 24 in.
\$129 each \$110 each per 3 or more



COTONEASTER DIVARICATA

The Queen of Shrubs. Divaricata is first among the queenly family of Cotoneasters. A true aristocrat among shrubs. In fall it is ablaze with thick scarlet berries and glowing red foliage. Summer foliage is equally desirable—highly polished dark green; as thick and waxy as any broadleaf evergreen. A profusion of pink-white, jewel-like flowers in May precede heavy trusses of berries. Plant grows 4 to 5 ft. Thrives in shade or sun. Highly desirable for bank covering, hedging shrub border or in foundation planting. Laughs at drought and exposure.

12-18 inch plants \$1 each



Dwarf RED-TWIGGED DOGWOOD

A gem of a dwarf shrub—so vital with modern architecture. Scarcely grows over 24 inches. Brilliant, dense red twigs are a perfect complement to evergreens in winter. Clusters of white flowers in May followed by snow-white berries in summer. Rare, and one of the best dwarf shrubs you can plant.

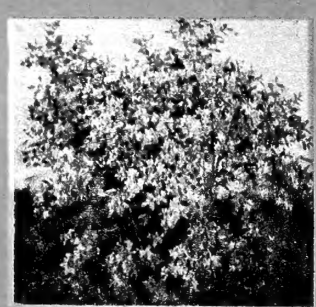
18-24 inch container-grown plants \$150 each



BLUE MIST

(*Caryopteris*) New shrub. Delightfully deep blue flowers in autumn. A dwarf shrub growing to about 24 inches in height and width. Perfectly hardy. Plant in full sun for maximum bloom. The unique, deep blue flower spikes give the garden that much needed autumn color. Foliage is silvery green. Use as facing plant in shrub border, or in flower border.

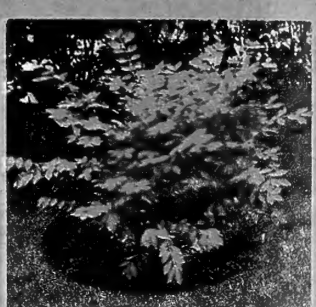
Stocky No. 1 plants—\$100 each



Keeling Fragrant HONEYSUCKLE

(*Lonicera fragrantissima*) Rare shrub whose creamy flowers will fill your spring garden with delicate and bewitching fragrance. Masses of ruby fruits appear in early summer before other shrubs—a most welcome treat for song birds. Plant in sun or partial shade as its lustrous foliage, blue-green below and deep emerald above, persists well into winter. Dense semi-evergreen character and moderate 4 to 5 ft. height make it indispensable for background.

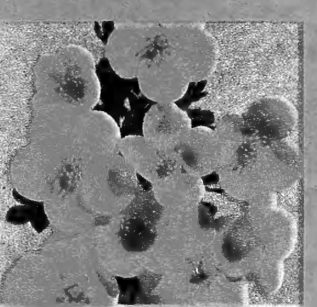
18 to 24 inches, 2-yr., field grown 95¢ each per 3 or more



DWARF WINGED BURNING BUSH

(*Euonymus alata compacta*) Small shrubs are especially desired for the modern home planting. Use it to provide a splash of color at doorways, under low windows or elsewhere. A shrub of confined growth is needed. If you want to create a breath-taking hedge, this plant will do it—and you will have to clip only every other year! Fall foliage is a coppery crimson. Winged bark and scarlet berries make the shrub charming all through the winter. Completely hardy.

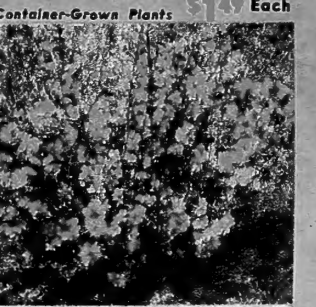
Heavy container-grown plants \$225 each 2 for \$440.



MOONLIGHT GOLD DROP

(*Potentilla*) Dwarf, tough and lovely. Fern-like leaves are studded with golden buttercup-like flowers early June to October. A fine dwarf for our northern friends as it is hardy anywhere in the country. For low hedges it has few equals. Use in full sun.

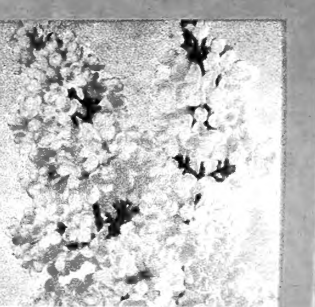
Bushy 15-inch plants \$100 each



"GLOWING EMBER"

Flowering Quince Plant breeders have worked magic with the Japanese Flowering Quince. "GLOWING EMBER" ranks as a major achievement in bringing to a long-time favorite shrub new dazle and depth of color. In mid-spring the shrub is literally afire with masses of glowing scarlet bloom amid varnished, dark green foliage. A shrub to interperse with evergreen in the home foundation planting.

Field-Grown, 18 to 24 in. 1.40 each per 3 or more



DAPHNE LILAC

(*Syringa macr. superba*) Deliciously fragrant, lilac-pink blossoms with pinkish red buds. Excellent dwarf shrub growing to four feet. The flowers create a two-tone effect, and are arranged to give the effect of one large bouquet covering the plant. Quite often Daphne Lilac will bloom again in the fall.

Truly a garden gem! Container-grown plants only \$179 each



HYBRID CHARTREUSE SHRUB

(*Vicari*) One of the most effective small-growing shrubs we have ever produced. Foliage comes out a brilliant golden yellow and remains a warm chartreuse-yellow throughout summer and far into fall. Few shrubs provide such vivid all-season color. Dwarf growing, but may be easily trimmed to whatever size and shape desired.

Container-grown plants \$179 each



VITEX or SUMMER LILAC

From July through September VITEX is clad in lovely aromatic lilac-like flowers that bring much gaiety and fragrance to the garden. Our husky shrubs are growing in 20-lb. containers and are full of bloom right now for our drive-in customers. Will be shipped when dormant to those who order by mail.

2 to 3 ft. Container-Grown \$179 each



BLUE PRINCE HYDRANGEA

(*Nikko Blue*)

Immense globe-shaped flowers, 12 inches across, last 8 to 10 weeks or more. Pure pink on alkaline soils; a heavenly light blue where plant is in acid soil. Plant grows to 2 or 3 feet in diameter and height. Fine foliage throughout season.

\$169 each

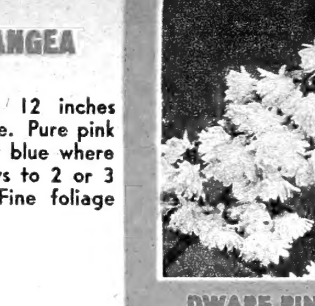


CARDINAL BUSH

(*Weigela vanicekii*)

Heavily covered with hundreds of scarlet-red blossoms in mid-May, and scattered blooms throughout summer. Extremely hardy. Plant in full sun or partial shade. A "must" where maximum color is desired.

Field-grown 18-24 in., heavy plants \$150 each

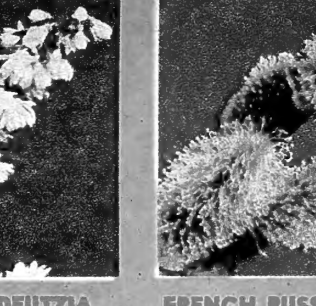


DWARF PINK DEUTZIA

(*gracilis rosea*)

A superb dwarf seldom more than 2 or 3 feet high. Masses of frosty-pink bell-like flowers in May. Shrub is dense, compact, fountain-like. Dwarf character matches modern architecture.

Container-Grown Plants 18-24 in. \$179 each

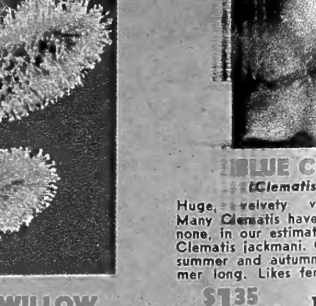


FRENCH PUSSY WILLOW

(*Caprea*)

Best of the Pussy Willows with unbelievably large golden colored catkins. Bright grayish-green foliage. Severe cutting increases size of catkins following year.

2- to 3-ft. heavy container-grown plants \$195 each



BLUE CLEMATIS

(*Clematis jackmanii*)

Huge, velvety, violet-purple flowers. Many Clematis have been introduced but none, in our estimation, rival the glory of Clematis jackmanii. Grows rapidly through summer and autumn and blooms all summer long. Likes fertile, moist, cool soil.

\$135 each 1.30 each per 3.



TAMARIX SUMMER GLOW

Lovely sea-green foliage is laden with cascades of tryan pink flower spikes all summer. Moderate size to 8 ft. but can be kept pruned to 5 or 6 ft. Both flowers and lace-like foliage excellent for cutting. Very hardy.

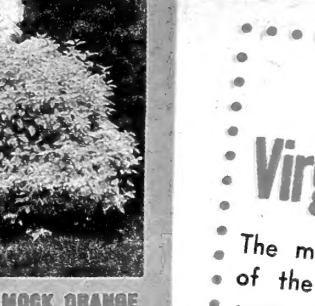
2- to 3-ft. Container-Grown \$179 each



DWARF GOLDEN MOCK ORANGE

New dwarf—glamorous! Has the big fragrant Sweet Mock Orange flowers plus golden foliage throughout growing season. Ideal for accent and color. Completely hardy.

Container-grown plants \$179 each



EVERGREEN BITTERSWEET

(*Euonymus radicans vegeta*)

Excellent evergreen vine, with lustrous, thick leaves. Orange-scarlet berries in fall add to its splendor. Beautiful against a stone wall or chimney. Makes a low shrub in the open. Not a fast grower, but its year-round effectiveness is unequalled.

Container-Grown Plants \$150 each



SILVER SHRUB

(*Angustifolia*)

New, refreshingly different shrub. Foliage is a delightful, sparkling silver. Silver berries in the fall which turn to cherry-red. Yellow fragrant flowers in May. Ideal shrub for background or screening. Plant in full sun for most striking effect.

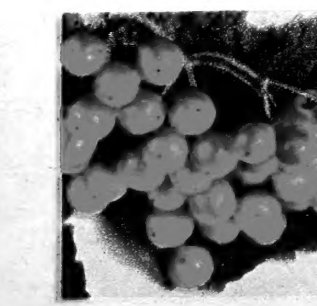
Field-Grown, 2 to 3 Ft. Branched Plants \$100 each



ALTHEA—Double Red

Our new double flowering type with its camellia-like flowers often 3 or 4 inches across, provides a riot of color from mid-summer till frost—a period when few flowering shrubs are in bloom.

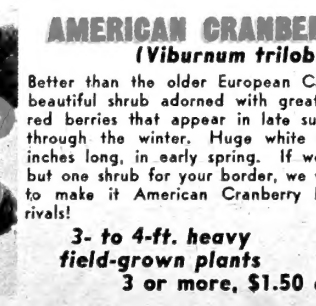
Heavy Container-grown plants \$179 each



AMERICAN CRANBERRY BUSH

(*Viburnum trilobum*)

Better than the older European Cranberry Bush. A beautiful shrub adorned with great clusters of ruby-berries that appear in late summer and remain through the winter. Huge white flower clusters, 4 inches long, in early spring. If we could offer you but one shrub for your border, we would be tempted to make it American Cranberry Bush. It has few rivals!



HILLS OF SNOW HYDRANGEA

Excellent small shrub. Dense-growing, with conspicuous, large, creamy white flowers in July. Blossoms at the ends of the stalks so profusely that the plant is a rolling mass of showy bloom. Easy to grow and will bloom next summer.

Field-grown plants, 15- to 18-inch 3 or more, 90¢ each

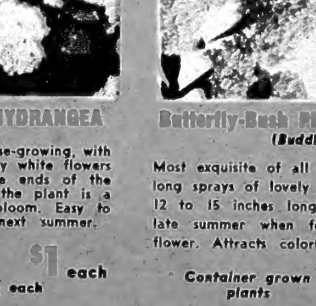


Butterfly-Bush PINK CHARMING

(*Buddleia*)

Most exquisite of all Buddleias. Elegant long sprays of lovely pink bloom, often 12 to 15 inches long, that fill in the late summer when few plants are in flower. Attracts colorful butterflies.

Container grown plants \$195 each



HEAVENLY BLUE WISTERIA

Wisteria has long been a favorite vine in America but the short-clustered Chinese Type (*Sinensis*) has been the one commonly planted, while the Japanese (*Floribunda*) with its extremely long flower racemes or clusters is rarely seen. It is much superior, with flower clusters that cascade 2 1/2 feet. Our variety, with deep azure-blue fragrant racemes, is as spectacular as it is beautiful. Hardy.

2-Yr. No. 1 plants \$200 each



1.80 each per 3 or more

Choice EVERGREENS at HARVEST SALE *Special Prices*

PLANTLAND SELECTION OF GRAFTED UPRIGHT

JUNIPERS

The only practical way to propagate the superior forms of upright junipers is through grafting, a difficult and expensive process. That is why "finished plants" of these better varieties cost \$10 or more. By growing the grafted plant in a gallon container, however, we are able to provide these choice varieties in a small size at a low cost. These container plants transplant perfectly and grow rapidly into choice specimens.

CANAERTI JUNIPER—Most popular of green forms. Rich, dark green foliage; masses of powder blue berries.

GLAUCA JUNIPER—Silvery blue foliage year 'round. The ever-popular "Silver Cedar."

CUPRESSIFOLIA JUNIPER—Brilliant grass-green foliage, holding color well through winter; rapid grower; narrow spire-like habit.

MANHATTAN BLUE JUNIPER—Most brilliant of the blues—a dazzling shimmering blue. Especially suited to the hottest, driest situations.

Your choice—12/15" container-grown plants

\$2.79 each;

Pair for **\$5.49**

BURKI JUNIPER—Steel blue foliage; turning purplish in winter; compact pyramidal form.



WAUKEGAN JUNIPER
(*Juniperus horizontalis douglasii*)

We have selected this as the outstanding low, trailing, prostrate evergreen. Its steel blue, needle-like foliage does not become so ragged with age as other low Junipers. Splendid for embankments, ground cover, softening concrete edges and elsewhere a mat of luxuriant evergreen foliage is needed. Our plants are exceptionally nice this year, and are priced so you can use generously for ground covering.

12-inch Container-Grown Plants

\$7.49 each



BLUE PFITZER
(*betula glauca*)

One of our very finest spreading Junipers. Bluish-green cast gives splendid color contrast with other shrubs and evergreens. Exceptionally hardy; withstands sun and drought. Large specimens sell at \$11.00 and for this Fall only, we offer splendid, bushy, compact 12-15 in. plants at

\$7.99 EACH

Green Form at Same Size and Price (No quantity discount)

**Enjoy the Carefree
All-Year Beauty
of EVERGREENS
at These Low Prices**

THUJA Arbor Vitae

DARK GREEN THUJA (*Thuja Pyramidalis*)

Columnar, pyramidal in growth. Excellent dark, almost black-green foliage year 'round. Hardy as any plant we can offer. Fine landscape plant for accent at doorways or corners and for hedging and screening.

Very Special—fall 18 to 24 inch field-grown plants, \$4.25 value: **\$7.99** each



LITTLE GEM
(*Thuja woodwardii*)

A perfect gem of a dwarf evergreen. Stays round as a gazing globe without shearing. Soft, compressed foliage. Thoroughly hardy and thrives in the hottest or coldest situations.

Full 12"x12" field-grown plants **\$2.49** each



BLACK HILLS SPRUCE

A very compact, dense pyramidal form of Spruce from the Black Hills of South Dakota with bluish-green needles. Hardy in the coldest climate and many consider this the finest of the Spruce trees.

5-yr. container-grown plants **\$7.49** each



CANADIAN HEMLOCK

"Without question one of the best ornamental evergreens either as a specimen or grouped as a serviceable screen or background"—Dr. Wyman of Arnold Arboretum. Very hardy, but under midwest climate it does best in semi-shade or shielded from hot west sun and winds. If you have had difficulty transplanting this lovely evergreen, you will be delighted with our container-grown plants.

\$7.49 each

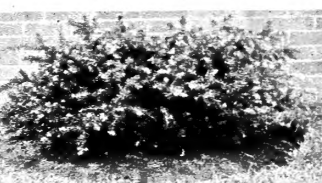
5 for \$7.00; 10 for \$13.50; 20 for \$25.50

HYBRID YEW (Taxus)

For several years we have been growing and testing a broad selection of yews, and for the Midwest climate, in particular, we have found the hybrids between English Yew and Japanese Yew to be far superior. Here are three of the best, providing all forms needed.



HATFIELD YEW—Strong, robust upright grower. Excellent for accent or hedging. Filled with bright red berries in autumn.



WARDI DWARF SPREADING—Far superior to the old-fashioned spreading yew. Remains compact and graceful with rich, glossy foliage.



BROWNI YEW—Very compact, semi-spreading. Superb for hedging or for the foundation planting. Feathery dark-green foliage.

All above Yews; 5-yr. field-grown, compact plants

12-15"

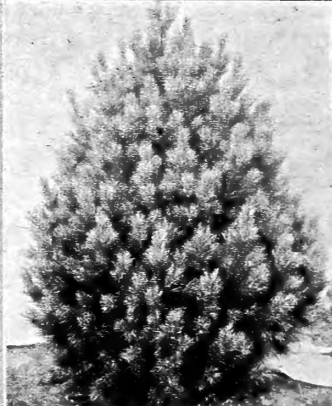
\$2.98 EACH

3 for **\$8.69**
5 for **\$14.49**

10 for **\$26.79**
20 for **\$52.49**

So Easy to Grow—Thrives on Poorest Soil

PINES

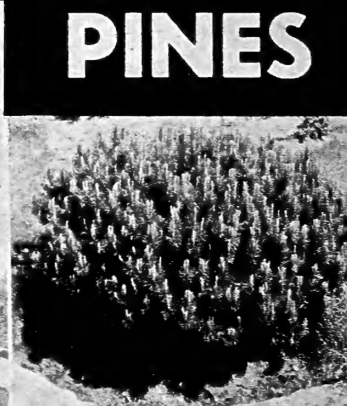


ROCKY MOUNTAIN BLUE PINE
(*Ponderosa*)

A truly handsome pine, but one rarely seen in landscape plantings. Blue-green needles are long and shaggy. Spire-like form. Used as single specimen, in groups or for background or windbreak planting. Strong, robust grower, enduring the hottest, driest situations and most severe northern blizzards. "Grows on a rockpile."

Field grown, sturdy 24 to 30 inch plants

\$2.99 each



DWARF MUGHO PINE

Favorite dwarf evergreen. Widely used on each side of doorway, or at drive entrance. Perfectly hardy, and drought-resistant. Referred to as "Ball-shaped Pine." Excellent dense, globe shaped evergreen.

4-yr. 12- to 15-inch field-grown plants

\$2.79 each
2 for \$5.50



AUSTRIAN PINE
(*Nigra*)

Favorite Pine for landscape planting. Dark green needles. Stately pyramidal form. Fast growing. Splendid for specimen or background.

Field grown 24 to 30 inch

\$2.99 Only **2 each**

FORREST KEELING NURSERY

Plantland Elsberry, Missouri

PLANTLAND'S SPECIALS at HARVEST SALE PRICES!

FORREST KEELING HOME-GROUNDS Planning Service

If you have a landscape problem and if you live within 100 miles of Elsberry we suggest you inquire about our landscape service. We have a well-trained staff of landscape planners and plantmen equipped to handle any type of job from a simple door-step planting to the largest civic tree planting project. We will be glad to refer you to projects we have executed.

There are two ways to use our landscape service. One method is for us to prepare the planting plan and let you proceed with the planting. Under this arrangement our usual 50% replacement guarantee applies. Where we do the planting, survival of all plants is guaranteed 100% for one year from date of planting. Charge for planting and this full guarantee on all B & B container-grown stock is 50% of cost of materials.

Our landscape planning service involves no charge or obligation. From our own nursery grounds we can supply a wide range of landscape plants in a variety of sizes. By using either B & B or container-grown plants, we can proceed with planting virtually any time of the year. Simply write or phone for our complete landscape service.

Ralph Shugert
(above)
Forestry Degree
Missouri U.
Clarence Riffle
(right)
Charles Talbot
(below)
Billy Stamper
(lower right)



OPENING SPECIALS IN LANDSCAPE-SIZE SPECIMEN EVERGREENS

(All are Balled and Burlapped and Available Only for Pick-up at Nursery or Truck Delivery)

	Reg. Price	Opening Special Price		Reg. Price	Opening Special Price
Concolor Fir, 36-42 in.	14.00	10.50	Hillbush Juniper, 24-30 in.	7.50	5.65
Hetzl Blue Juniper, 18-24 in.	6.00	4.50	Black Hills Spruce, 24-30 in.	9.00	7.75
Keteleer Upright Juniper, 4-5 ft.	11.00	8.25	Colorado Spruce, 18-24 in.	7.50	5.65
Mascula Upright Juniper, 24-30 in.	6.00	4.50	Dwarf Mugho Pine, 15-18 in.	7.00	5.25
Select Pfitzer Juniper, 24-30 in.	7.50	5.65	Scotch Pine, 3-4 ft.	10.00	7.50
Spiny Creek Juniper, 15-18 in.	3.50	2.75	Blue Douglas Fir, 30-36 in.	8.00	6.00
Douglas Prostrate Juniper, 15-18 in.	5.00	3.75	Capitata Yew, 30-36 in.	15.50	11.60
Virginiana Juniper, 4-5 ft.	9.00	7.75	Hatfield Yew, 18-24 in.	9.50	7.15
Canadensis Juniper, 4-5 ft.	13.00	9.75	Pyramidal Arborvitae, 24-30 in.	5.50	4.15
Dundee Juniper, 4-5 ft.	13.00	9.75	Golden Arborvitae, 3-4 ft.	7.50	5.65

Miniature or FAIRY ROSES

Smallest roses in the world, growing 8 to 12 inches tall. Like Hybrid Teas except in size. Completely hardy, dainty and utterly captivating.

SPECIAL COLLECTION

One each of below four varieties \$5.00 value.

All 4 for \$3.95

BABY TALISMAN (Presmida)

Enchanting tiny rose with two-toned colors of yellow and red. Perfect buds opening to beautiful fragrant blooms.

ROSA ROULETTI (Genuine Swiss Alpine Rose)

Exquisite tiny rose-pink, double flowers that bloom continuously all summer. Excellent for borders or planter boxes.



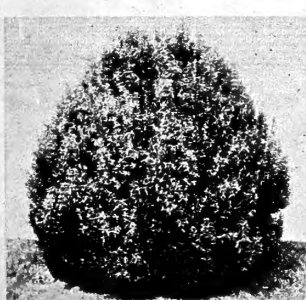
ROSA ROULETTI
Prices on All Miniature Rose Varieties:

each \$1.25 3 for \$3.59
OAKINGTON RUBY

Tiny crimson buds and ruby-red blooms borne abundantly all summer. Rich, shiny green foliage. Compact mound-like plants. Honored with awards of merit by British Horticulture Society.

JACKIE

Graceful pointed yellow buds, opening to beautiful golden yellow blossoms. Glossy green foliage. Excellent grower, vigorous plants.



Choice Broadleaf Evergreen

English BOXWOOD

Here is the classic and aristocrat among broadleaf evergreens. A Boxwood hedge or edging around the rose or perennial garden is priceless. For hedging along walk or patio it has no rival. For years we have been building up an adequate stock of hardy St. Genevieve Boxwood and now have a limited supply of 2-year, 10-12 inch plants that transplant perfectly. Our supply will be exhausted quickly at this price.

\$1.00 Each 6 or more 90c each



MENTOR BARBERRY

(Plant Patent 99) (B. Menterensis)

Considered by many to be the finest evergreen plant for hedges. Stiff upright growing branches, growing so dense no pruning is necessary. Foliage thick and heavy—a green as dark as the Yew. Highly drought resistant, very tough and durable. Thorny twigs discourage trespass and animals. Clean and uniform in growth. Requires no special attention, care or soil. For hedges plant in a single row 15 to 18 in. apart. All plants below are sturdy, field-grown plants.

Size	Each	3	10	20	50	100
8-12"	.50	1.35	4.25	8.25	18.50	35.00
12-15"	.70	1.75	5.50	10.50	24.50	46.00
15-18"	1.00	2.50	8.00	15.50	36.50	69.00

Forrest Keeling Quality

Lifetime MULTIFLORA ROSE "LIVING FENCE"



Horse High—Bull Strong Goat Tight

year! Ordinarily, plants

And the fact that we grow and ship more of our living fence plants to more people throughout more of the country than any other nursery means we have been able to hold our price to rock-bottom minimum for quality stock.

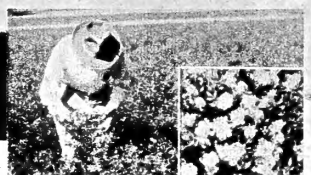
THE BEST LIVING FENCE you can buy! That's right, grade for grade you will find our Multiflora definitely superior. Grown by Hugh Stevenson, the originator of Multiflora Rose living Fence.

Our plants are grown on the best Mississippi bottom ground. Plants receive the best culture, including a feeding of balanced plant-food injected into irrigation water each time plants are irrigated. The result is a "fattened" plant, loaded with nutrients, that is "rarin' to grow." Folks are amazed at the growth of our plants the very first "stand still" the first year while the root system becomes established.

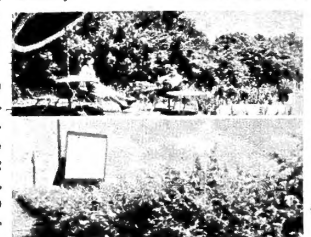
FORREST KEELING MULTIFLORA ROSE is a thick thorny, blossoming shrub that attains a height of 6 to 8 feet. When the plants are set close together (12 inches) in a single row they rapidly form an effective barrier against animals and people.

We grow only one type of Multiflora and we think there is none better for hedge fencing purposes. Its growth is somewhat umbrella-like. Canes shoot up 4 to 6 feet or more, then begin to droop with the slender ends of the side canes hanging almost to the ground.

The importance of selecting the right type of Multiflora cannot be over-emphasized. The U.S. Department of Agriculture says: "When selecting plants for your fence hedge of multiflora rose, be sure they are erect and have stiff thorns." The University of Missouri, College of Agriculture, has this to say: "The multiflora rose is notorious for variability of form and vigor. Upright, spreading and trailing kinds may be found. Some have thorns, others are thornless. For hedge fence purposes, it is important to select the upright, thorny, vigorous type which grows a mass of dense canes from the ground to a height and spread of about eight feet."



Selecting parent stock for thorniness, disease resistance and vigor. (Note our well-known FRAGRANT BLOOM OF MULTIFLORA)



Carefree—inexpensive PRIVACY and PROTECTION

Our Satisfied Customers—Your Best Guarantee

FROM MISSOURI: "I desire 200 more #1 Standard Thorny Multiflora Rose. None of the 350 I ordered last spring has died. Some of the shoots on some of the plants have already grown 5 1/2 feet." St. Louis, Mo.

FROM OKLAHOMA: "I bought 50 from you last year, and they are wonderful." Oklahoma City, Okla.

FROM TEXAS: "This is a snapshot of a 3-yr.-old Multiflora Rose hedge (stock from your nursery). Has thrived thru Texas drought and grasshopper siege of last summer without irrigation. It borders the road and gets plenty of water from road ditch when it does rain." Ft. Worth, Texas

FROM MICHIGAN: "We planted Multiflora Rose Fence on our place at Pigeon, Michigan, in the fall of 1951—it survived two winters in fine shape and is now a nice fence—canes are 5 to 6 feet long—we're very proud of it." Lansing, Mich.

FROM ILLINOIS: "Of the 1000 plants of your No. 1 size which I set out last March all have made excellent growth except three—run over by a wheel in plowing. Attaining an average height of 28" in the past summer, I am willing to hazard the guess that I will have a cattle fence in less than three years!" Henry, Illinois

FROM PENNSYLVANIA: "We have had wonderful success with a thousand plants of your Multiflora Rose. After three years it will even hold our Cheviot Sheep!" Harrisburg, Pa.

FROM A SOUTHERN STATE GAME AND FISH COMMISSION: "We would like to place an order with you now for next fall delivery for 25,000 Multiflora Rose plants. The 20,000 plants we received from you this fall were excellent stock. "You will be interested to know that survival of the plants so far is almost 100%. They are making vigorous growth at this time."

Millions of Forrest Keeling Multiflora Rose Plants Have Been Sold to Make LIFETIME FENCING

GUARANTEE

We guarantee that 95% of the No. 1 Standard (and larger sizes) Forrest Keeling Multiflora Rose that you buy from us will live. If you will notify us during the first summer (before August 15) following planting of the number which do not live, replacement will be made equal to 95% of the number originally purchased. Conservation grade will ordinarily give excellent survival but we limit the guarantee to 85% because this smaller size is more vulnerable to adverse weather and site.

ELSBERY, MISSOURI

FORREST KEELING NURSERY

PRICES MULTIFLORA ROSE

No. 1 STANDARD

Top quality for general fencing. Well-branched. 15-18 in. (before pruning). Caliper 3/16-1/4 in. Husky, heavy, uniform plants.

100 to 500 plants 7c Ea.
500 or more plants 5c Ea.
5000 or more plants 4c Ea.

CONSERVATION GRADE

10 to 15 in. (before pruning). Caliper 2-16 to 3-16 in. Balanced top and root.

\$3.99 Per 100 Plants
\$30.00 per 1000 plants

JUMBO GRADE

Extra-heavy plants for quick effect. Stocky 18-24 in. (before pruning). Root-crown caliper 1/4 to 3/8 in. Heavily stemmed.

50 to 500 plants 11c Ea.
500 or more 8c each

COUNTRY CLUB GRADE—

For estate, country clubs, the home lot and similar uses where a stout barrier or screen is desired in the shortest period choose our giant "Country Club Grade." Top growth 24 inches and up (before pruning). Root-crown caliper 5/16 to 1/2 inch.

Plants Per 100 \$19
50 plants \$10.50
25 plants \$5.95



Country Club Grade Plant at Left No. 1 Standard Grade at Right

SAVE NOW! PLANTLAND'S LUXURY HEDGING AT HARVEST SALE PRICES!



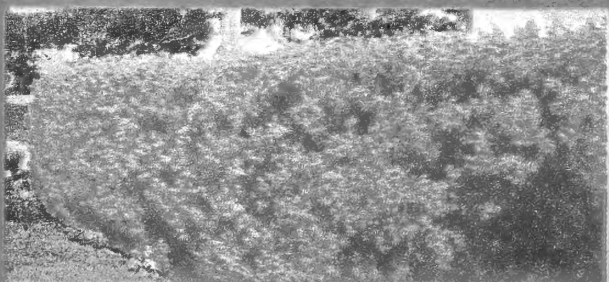
Japanese RED LEAF BARBERRY

(Berberis thunbergii atropurpurea)

Great improvement over the older green Japanese Barberry. Blood-red leaves provide rich color to home grounds from spring until fall and the red berries remain to provide winter color. Noted for ability to withstand dry conditions. Plant in full sun one foot apart for a tight hedge.

Field-grown, 10 to 12 inch plants

EACH 33¢ per 10 EACH 30¢ per 50 EACH 28¢ per 100

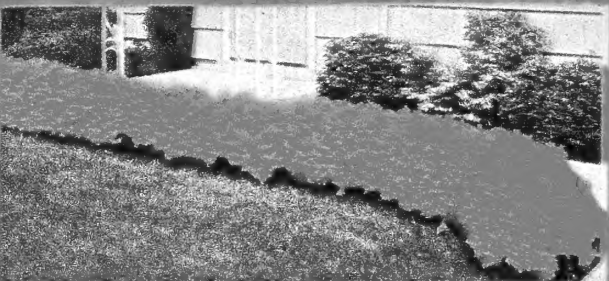


AMUR SCARLET MAPLE

(Acer ginnala)

Best dwarf maple. In the summer the scarlet-red fruit against forest-green foliage creates an excellent color combination. A good tree for specimen or for screening purposes, requiring little care.

30 ft. of Screen (10 plants) \$4.50 60 ft. of Screen (20 plants) \$8 120 ft. of Screen (40 plants) — \$13.50



GOLDEN VICARY

(Ligustrum ibota vicaryi)

True dwarf, golden leaf plant, perfect for hedging or low edging for beds or walks. Our plants remain bright golden yellow throughout entire growing season. Slow grower, so needs little trimming. Easily maintained at eighteen inches. Plant 1 foot apart.

Sturdy, 79¢ each 20 for \$10 5 for \$3.49 8 to 12 in. plants Each 10 for \$5.95



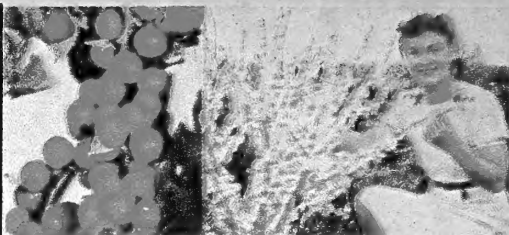
DWARF BLUE LEAF WILLOW HEDGE

(Salix purpurea nana)

Exciting new silver-blue hedge plant. We have observed this plant in recent summers and have been amazed at the way the feathery, compact foliage stood the worst of the drouth. Use it trimmed as a colorful, low formal hedge around beds or walks. Let it grow untrimmed where you wish hedge three to four feet. Plant 1 foot apart.

Field-grown plants 12 to 18 inches, heavily branched. Each 48¢ per 10 Each 45¢ per 50 Each 40¢ per 100

FORREST KEELING NURSERIES, ELSBERRY, MISSOURI



SHRUB CHERRY HEDGE

(Prunus tomentosa)

Serviceable flowering shrub hedge bearing masses of luscious cherries. Grows to 6 or 8 ft. so never needs trimming. A veritable snow-bank of white, slightly pinkish, blooms even before leaves appear. Sparkling scarlet cherries, 1/2" in diameter, in June. Cherries have a tangy sweet-tart taste—delicious!

Heavy 15-18-inch Field-Grown Plants

79¢ Each 5 for \$3.79 20 for \$12.79 40 for \$23.79

FLOWERING CRAB SCREEN

(Toringo Flowering Crab)

Toringo is a mass of pink buds in early May, bursting into delicately tinted bloom. Small reddish-yellow fruits provide a second period of color from late August to mid-November.

This flowering crab grows to 15 foot or more.

Strong transplants 18-24-in. Space 18 in. apart to make bushy growth from ground up.

50 ft. of screen \$7.98 (35 plants) 75 ft. screen (50 plants) \$9.98 100 ft. screen (70 plants) \$18.98

PLANTLAND'S PARVIFOLIA SCREEN

(Ulmus parvifolia)

Rare, rapid-forming and handsome beyond words! For some years tree experts have recognized Parvifolia as an exceptionally fine tree but it has been so scarce as to be virtually unobtainable. We first became acquainted with the merits of Parvifolia from some handsome specimens at the Missouri Botanical Gardens. With some effort we succeeded in propagating the plant and after growing it in our nursery we discovered its amazing merits as a screening plant. Parvifolia grows very dense and twiggy—yet with great rapidity. It branches right down to the ground and plants a year after planting resemble a boxwood of 10 years growth! Parvifolia means "Tiny Leaves." The small leaves are very dense and almost as dark green as a yew tree. Furthermore, they remain on the plant LONG IN THE FALL when other shrubs are sear and bare. We have not found Parvifolia to be attacked by any disease or pest. It is exceptionally clean and litter-free. It is certainly not fussy as to soil and grows with uniform vigor under a variety of conditions. While it will tolerate some shade, it thrives best in the open. Parvifolia may be clipped to form a low hedge but it is in its full glory as a living screen of 5 or 6 feet. Its light twigs are easily sheared and the screen can then be maintained at any desired dimension. Parvifolia is so rare we know of no other nursery in the country that has an appreciable supply of plants. Our stock, while good, will be snapped up in a hurry until we can propagate more. If you want a luxuriant screen for privacy about your home grounds order enough plants now. Plant 2 ft. apart.

PLANTLAND'S MUM Sale!

VISIT OUR BIG MUM FIELD DISPLAY

Featuring the Finest Jewel-Tone
Floribunda Cushion Mums

Featuring the Finest Jewel-Tone Floribunda Cushion Mums. Dig your own and save 50%. 144 named varieties of the finest hardy Multi-flowered Floribunda Mums in America! Every shade and color in the rainbow. Almost all are the early blooming sorts that give you weeks of blazing autumn colors. All are great compact masses of bloom—"bushel" size that never grow tall and scraggly. They laugh at early frosts. You'll agree they couldn't possibly pack more bloom and that the vivid jewel colors are the finest you have seen. Take advantage of this opportunity to enjoy big savings by doing your own digging. We furnish spades; bring your own baskets or boxes.

75¢ each 3 for \$2.00 10 for \$6.00

\$1.49 each when we dig plants for you. This offer limited to drive-in customers. No mail orders please.

DIG
YOUR OWN
SAVE
50%

PLANTLAND'S SPECIALS at HARVEST SALE PRICES!

Save! on BULK PEAT MOSS!

Plantland's **BLACK HYPNUM PEAT** is the best there is—a mildly acid high-nitrogen peat moss from northern bogs. We buy this material by the carload and deliver bulk truckloads or bag ourselves at a very material saving to you! Our bulk processed domestic peat is far superior to baled imported peat and has been proven so in many growing tests. It is easier to use than the baled product.

Sorry, we cannot ship peat by parcel post or express. Available at nursery only or in bulk truck shipments f.o.b. nursery.

50 lb. bag **\$2¹⁹**

Bulk in truck \$44 Per Ton f.o.b. nursery

Planter Mix

Leave your heavy garden soil outside where it belongs and pot your indoor plants in our scientifically formulated house plant mix. It assures lush, verdant growth with any indoor plant. A blend of sphagnum and peat mosses from northern bogs combined with perlite for excellent moisture-retaining capacity. Nutrient ingredients are based on formulas developed by the University of California and the John Innes Institute, Hertford, England.

**Clean, weed-free, feather-light and odorless—
and how it makes your plants thrive!**
Full 1/2 peck bag, enough **65¢**
for 18—3-in. pots, only

**WHEN ORDERING ALWAYS ADD
RA-PID-GRO**

For Sure Transplanting—Faster Growth—Better Production
RA-PID-GRO is a highly concentrated, secret formula, complete plant food which is mixed with water to make it immediately available to the plant.

Immediately available to the plant.
In transplanting, simply put 4 teaspoons of RA-PID-GRO in one gallon of water. Soak the roots of plants as follows: Roses, Shrubs and Vines, 3 minutes; Trees, 4 minutes; Raspberries, Blackberries, Grapes, 1 minute; Strawberries, a second or two. Plant immediately after removing from dip. This will encourage rapid development of root system. After planting, pour the remaining solution around the newly-planted stock, including all pot-grown plants as well. Use RA-PID-GRO every two or three weeks through the growing season, according to instructions on the package, and watch your plantings flourish! All the vital elements necessary for strong growth and good production are present in RA-PID-GRO, and are instantly available to the plant.

Price:	1 pound	\$1.19
	2 pounds	2.29
	5 pounds	4.69

**MISSOURI
GROWN
IS HARDY...**

**COMPLETE SATISFACTION
GUARANTEED**

All plants and other material guaranteed to reach you in A-1 condition and to be fully up to grade and as advertised. Prompt replacement or refund if you are not fully satisfied.

and as advertised.
if you are not fully satisfied.

Plants are furthermore guaranteed to grow. If loss occurs—even if due to conditions beyond our control, such as drouth, bad drainage, neglect or whatever—we will share your loss and replace such stock at one-half purchase price, if report is made to us by July 1st following shipment.

FORREST KEELING NURSERY
Etsberry, Missouri

"PLANTLAND"

STATE CERTIFIED PLANTS

STATE CERTIFIED PLANTS
All of our plants have been inspected by an entomologist from the State Department of Agriculture and are certified free of pest and disease.

FORREST KEELING Nursery

PHONE
Twin Oaks 8-5571
Elsberry, Missouri

Plantland's COB MULCH

Finest mulch—and most economical, too — for mulching Roses, Trees, Shrubs, Evergreens, Flower Beds.

We grow 95% of our plants under mulch and haven't found any plant yet that doesn't thrive better under a blanket of mulch. This is Nature's culture. We use hundreds of truckloads of mulch annually and have tried every substance. Cob mulch heads the list in making plants flourish. **There is a definite growth stimulation from cob mulch as compared to other mulches.**

Large 2-Bushel Bag, Only \$1.00

NOTE: For Pick-up at Nursery Only

Plantland Quality GRASS SEED

PREMIUM LAWN SEED

This is the finest lawn seed we can offer our customers, regardless of brand. Finest Kentucky Blue blended with Creeping and Chewing Fescue, Highland Bent, Red Top, White Clover.

Plantland's "QUICKLAWN"

Excellent blend where quick turf is important. Kentucky Blue with Perennial and Common Rye Grass, Meadow Fescue, Red Top and White Clover

5 LBS. \$3⁷⁹

PLAYGROUND MIX

We have harvested FROM OUR OWN FARM of a bountiful crop of Kentucky 31 Fescue. This grass has withstood torments of the drouth years and the hardest kind of usage. We blend our Ky. 31 with smaller amounts of nurse grasses and White Clover to make the sturdiest, hardest-wearing lawn ever. PLANTLAND'S PLAYGROUND is ideal for rough, tough use. Sow it where romping children prevent usual grasses from growing—or on slopes, in service areas, and elsewhere you cannot maintain a turf. Because of our bountiful seed crop we are offering PLANTLAND'S PLAYGROUND at these low prices.

5 lbs. \$1.98. 10 lbs. \$3.79. 25 lbs. \$8.75. 100 lbs. \$31.95

FORREST KEELING NURSERY "Plantland"

Phone TWIN OAKS 8-5571

ELSBERRY, MISSOURI

Name _____ Date _____
(Print clearly, all members of same household should order under one name)

Street (or R.D.) _____

City _____ Zone No. _____ State _____

Express Office _____

(If different from P. O.)

SPECIAL SERVICE If an item you order is out of stock may we substitute a similar variety of equal or greater value? Write Yes or No ()

Order Early

Send remittance with your order
or give credit references.

AMOUNT ENCLOSED

S _____

Check ☐ Money Order ☐

Quantity	Variety Name	Size	Price Each	Total
	AMUR HONEYSUCKLE SCREEN			
	COLORADO BLUE SPRUCE			
	CRAPE MYRTLE			
	MIMOSA			
	MULTIFLORA ROSE, No. 1s			
	PFITZER JUNIPER			
	RED EMPEROR TULIP			
	YEW HEDGE			
Total Amount for Plants		xxx	xxx	\$
Shipping and Packing Charges—Add 35c for all orders \$3.50 or under. Add 10% for orders above \$3.50				\$
If Additional Space Is Needed Complete Your Order on Plain Stationery				TOTAL ENCLOSED \$

**NOW
GREAT
HARVEST**

Sale

**BROADLEAF
EVERGREEN**

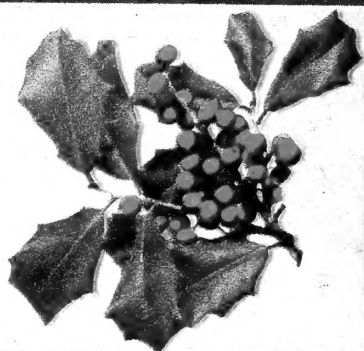


**Plantland's
SELF FRUITING HOLLY**
(*Ilex cornuta*)

Splendid form of bush Holly. Lustrous leaves and large bright red berries. This species produces berries without the aid of pollen. Has thrived at our location north of St. Louis for years.

Container-grown for perfect transplanting

\$1.79
ea.



**"Christmas All Year"
AMERICAN HOLLY**

Finest broadleaf evergreen in America. Cutting twigs only increases density and form. Grows in sun or partial shade. These plants are seed-grown from selected types that have endured northern winters for as long as 70 years.

12 in. container-grown plants. Special only

\$2.00
ea.

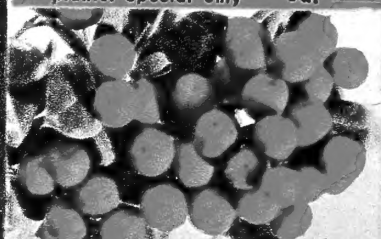


JAPANESE ANDROMEDA
(*Pieris japonica*)

Lustrous dark green foliage (spring foliage a reddish bronze). Lovely creamy white Lily-of-the-Valley like flowers in heavy clusters mid-April. Shrub-like, usually reaching 3 or 4 ft.

Husky 8-12-in. container-grown plants

\$1.79
ea.



**Red-Berried
BURFORD HOLLY**
(*Ilex cornuta burfordii*)

A shrub Holly growing to 6 ft. with thick, lustrous evergreen leaves and heavy clusters of large sparkling red berries. Considered tender this far north, yet beautiful, mature specimens in St. Louis have lived for years. This Holly is self-pollinating.

Container-grown.

ea.

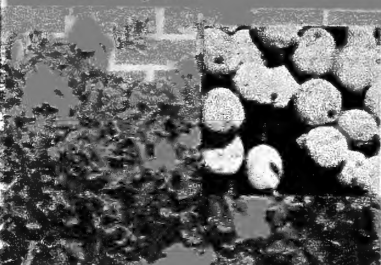


**Round-leaf
JAPANESE HOLLY**
(*Ilex rotundifolia*)

Excellent lustrous evergreen foliage. Truly aristocratic evergreen to hedge your porch or patio. Our home-grown plants that have endured scorching summers and winter blizzards are not to be compared with tender shipped-in stock.

Harvest sale price
Container-grown plants

\$1.79
ea.



OREGON GRAPE HOLLY

This broadleaf evergreen is easily grown, with shiny holly-like leaves and clusters of yellow flowers followed by bunches of blue berries. Thrives in shade or sun. Ornamental foliage is useful for cutting.

Husky 12 to 15 in. compact plants. Best we have ever offered and at a price one-half value. Special Offer.

\$1.00
each



(*Euonymus fortunei erecta*)

WINTER EMERALD

A fabulous Broadleaved Evergreen shrub! Distinctly upright growing with rich dark foliage. Extremely hardy and thrives in sun or nearly full shade. Remarkably easy to grow, and it holds its foliage tenaciously in late winter. Superb in the modern planting, and a superior substitute for boxwood.

We have sold hundreds of these field-grown plants, 15-18 in., at 2.49, but we want many more friends to know this remarkable landscape plant and offer it this fall only at

each

BOX-LEAF HOLLY (*Ilex crenata convexa*)

Similar to Japanese Holly but with smaller boxwood-like leaves. Our plants were propagated from one of the famous old hedges in St. Louis. Container-grown plants

\$1.79
ea.

ABELIA GRANDIFLORA

Exquisite dwarf broadleaf evergreen. Abelia begins to show its dainty shell-pink blossoms at break of summer and simply doesn't stop until frost. Rich, lustrous foliage persists year 'round except in the most severe winters. Superb for low lines, massing, entrance pieces or choice hedging. Revels in sun or shade.

Container-grown plants Each

3 for \$4.00 10 for \$12.00

TORCH AZALEA (*Kaempferi Hybrid*)

Acclaimed by Arnold Arboretum to be "the best red Azalea for northern gardens." These Azaleas were propagated by us and have gone through two winters. Use plenty of acid peat moss in building your Azalea bed. Azaleas should always be planted in a protected spot like the east side of the house.

Plants from **\$1.99**
ea.

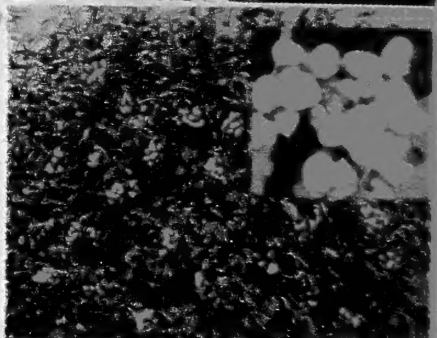
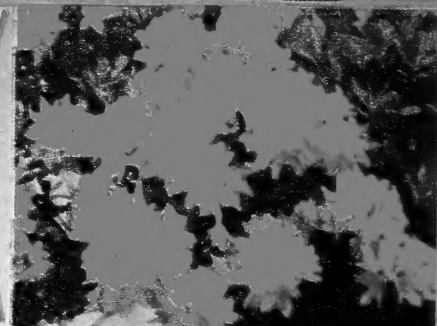
3 for \$5.75; 5 for \$9.50;
10 for \$18.00

EVER-GREEN WINTERBERRY
(*Euonymus patens*)

A wonderful broadleaf evergreen shrub. It thrives in deep shade as well as full sun. Glossy, rich, leathery foliage and masses of bittersweet berries in fall and winter. Exceptionally good as clipped or free-growing hedge. No quantity discount.

Very special
Field grown, moss-
balled 18-24 inch plants.

\$2



**IT'S EASY TO DRIVE TO
Forrest-Keeling Nurseries**

FORREST KEELING NURSERY
1 1/2 Miles South of Elsberry on Hy. #79

And the New St. Charles BRIDGE IS OPEN!

An hour from West St. Louis on new Highway No. 79—a beautiful drive up the Mississippi River Hills. You will find adequate parking facilities, a spot to eat your picnic lunch and informed sales people to assist you with your planting problems.

PLANTLAND

It's EASY to Get to PLANTLAND

**"Hugh Stevenson
Extends a Cordial
Invitation
To Visit Plantland"**

FORREST KEELING NURSERY
PLANTLAND
ELSBERY, MISSOURI
PHONE TWIN OAKS 8-5571

TO:

Bibliography Division
Library, U. S. Dept. of Agr.
Washington 25, D. C.